

Remarks

Claims 1-4, 6-13, 15, 19-21, 23, 25-30, 33, 37, 39-49 are in the application. Claims 1, 19 and 39 are in independent form. Reconsideration is requested.

Claims 1, 5, 9, 11-12, 14-17, 19-20, 24, 27, 29-30, 32-35 stand rejected under 35 USC 103(a) for obviousness over US Publication No. 2003/0087601 of Agam et al. (hereafter Agam) in view of US Publication No. 2003/0046447 of Kouperchaliak et al. (hereafter Kouperchaliak).

Claims 1 and 19 as amended recite memory components and a memory controller that are not recited in the claims of the '484 application or described in Kouperchaliak. Applicant submits, therefore, that claims 1 and 19 are not obvious in view of the cited references and request that the rejection be withdrawn.

The Examiner states that Agam describes the subject matter of original independent claims 1 and 19, but does not specifically teach a memory component storing autorun software and a computer software application, the autorun software being operable to automatically install and execute the computer software application on a computing device. The Examiner cites Kouperchaliak as disclosing autoplay software and concludes that it would be obvious to combine the autoplay software with the system of Agam. Applicant responds as follows.

Claim 1 is amended to further recite a memory controller for managing communication with the device interface, the memory controller providing an autorun operation that includes obtaining the protected computer software from the private area, and the memory controller facilitating automatic installation of the protected computer software on the computing device. (See, for example, application paragraphs [0040] and [0047] and Figs. 1-5.) Claim 19 as previously amended recited such a memory controller.

As noted by the Examiner, Agam does not teach or suggest an autorun operation that provides automatic installation of computer software on a computing device upon connecting the portable wireless communication device to a computing device. As previously noted, neither Agam nor Kouperchaliak teaches or suggests a private area that is not accessible or viewable by a user and that stores protected computer software for installation. Accordingly, neither Agam nor Kouperchaliak can teach or suggest a memory controller that manages communication with a device interface and provides an autorun operation that includes obtaining the protected computer software from a private memory private area and facilitates automatic installation of the protected computer software on a computing device upon connecting the portable wireless communication device to a computing device.

Moreover, Kouperchaliak describes a mass storage device emulator that is turned on to perform an autoplay operation by a functional switch 36 if the driver for the peripheral device has not previously been installed:

Upon starting the peripheral device, which generally occurs when the peripheral device is plugged in, the function switch 36 automatically switches the peripheral device over to the mass storage device emulator. The peripheral device therefore initially registers with the operating system as a mass storage device such as a CD device (step 50). The device-related software, if installed, either automatically sends out device-related software identification strings, or replies to the peripheral devices request for the identification strings, with the intention of obtaining the acknowledgement of the requesting device. Thus strings received are intercepted at the mass storage device emulator port and read. If (step 52) the device-related software identification string corresponding to the peripheral device of the invention is identified, then the peripheral device knows that the appropriate device-related software is installed on the computer. The mass storage device emulator 34 is disconnected (step 66) and the functional module 32 is connected in its place (step 68) for normal operation of the peripheral device. Kouperchaliak, paragraph [0041].

Hence, Kouperchaliak describes a mass storage device emulator 34 that is turned on to provide the Autoplay operation, and is otherwise turned off. Neither Kouperchaliak nor any of the other references teaches or suggests a memory

controller that manages communication with a device interface and obtains protected computer software from a private memory area. Applicant submits, therefore that claims 1 and 19 are patentably distinct and allowable over the cited art in view of the recited memory controller that manages communication with a device interface and obtains protected computer software from a private memory area. .

Applicant believes the application is in condition for allowance and respectfully requests the same.

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Respectfully Submitted,



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